

ARC HARDWARE **ACCELERATOR**

MVP Program

May to August

2019



IF A WINDOW OF OPPORTUNITY APPEARS, DON'T PULL DOWN THE SHADE.

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Who we are looking for

Arc is looking for scalable innovative startups developing solutions (with a hardware component) in the clean energy, agtech and water innovation spaces.

Applications are open to anyone who is working towards products in the following fields:

- energy efficiency technologies
- low emission technologies
- renewable energy technologies
- technology to accelerate agri-food R&D
- on farm efficiency
- food processing technology
- new food products
- water innovation

There is also scope for startups that specialise in different areas but that still contributes to clean energy. This includes fields like transport, energy generation, waste management, etc.

The program will be delivered at Arc Hardware Incubator in Brisbane and selected participants will be relocating their startup to Arc's incubator space for the duration of the accelerator. Following the 3-month accelerator program, participating startups are encouraged to undergo a further 3-month incubation period to solidify their market engagement, testing and R&D.

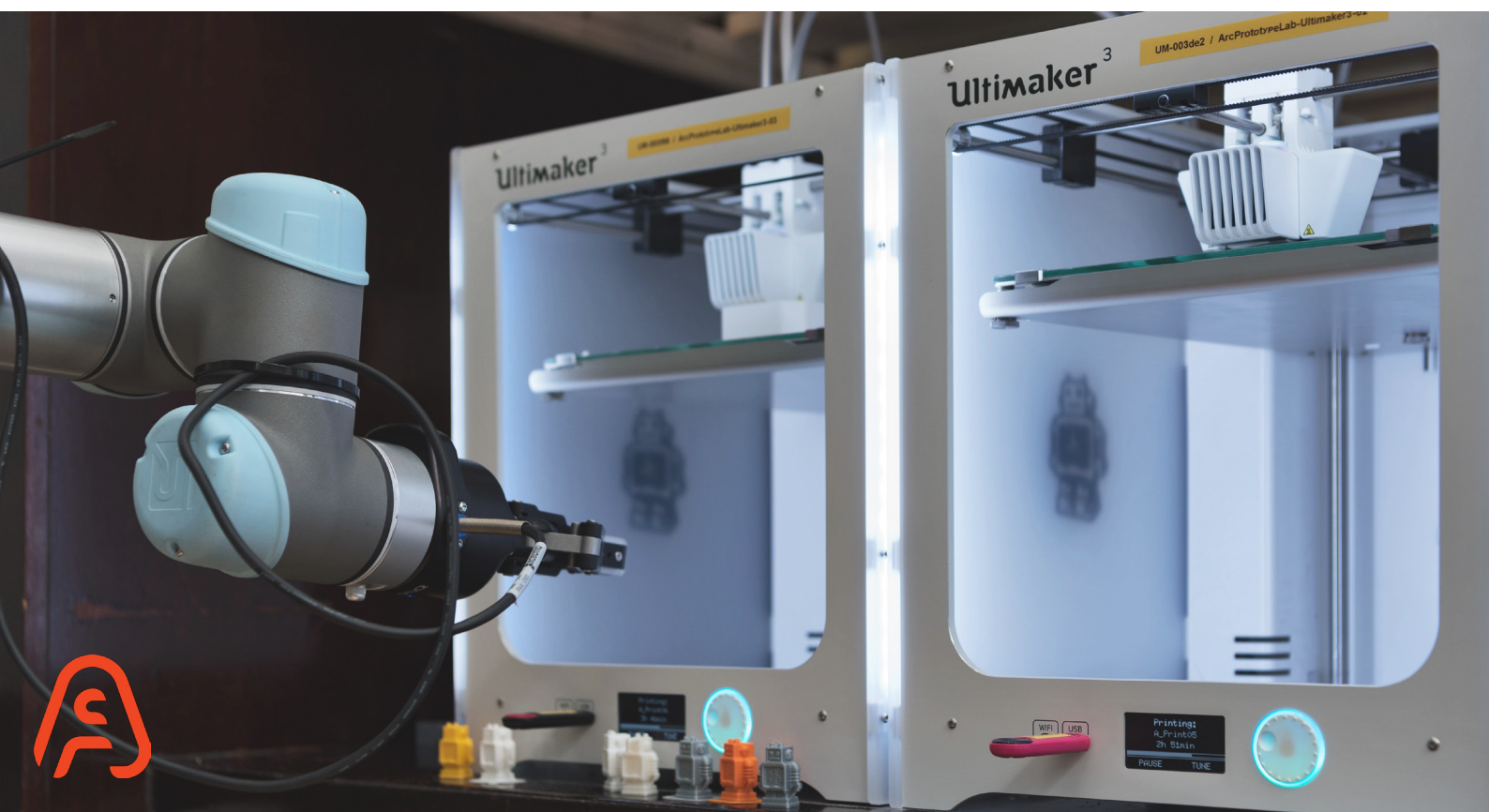


Arc's Unique Hardware Startup Resources

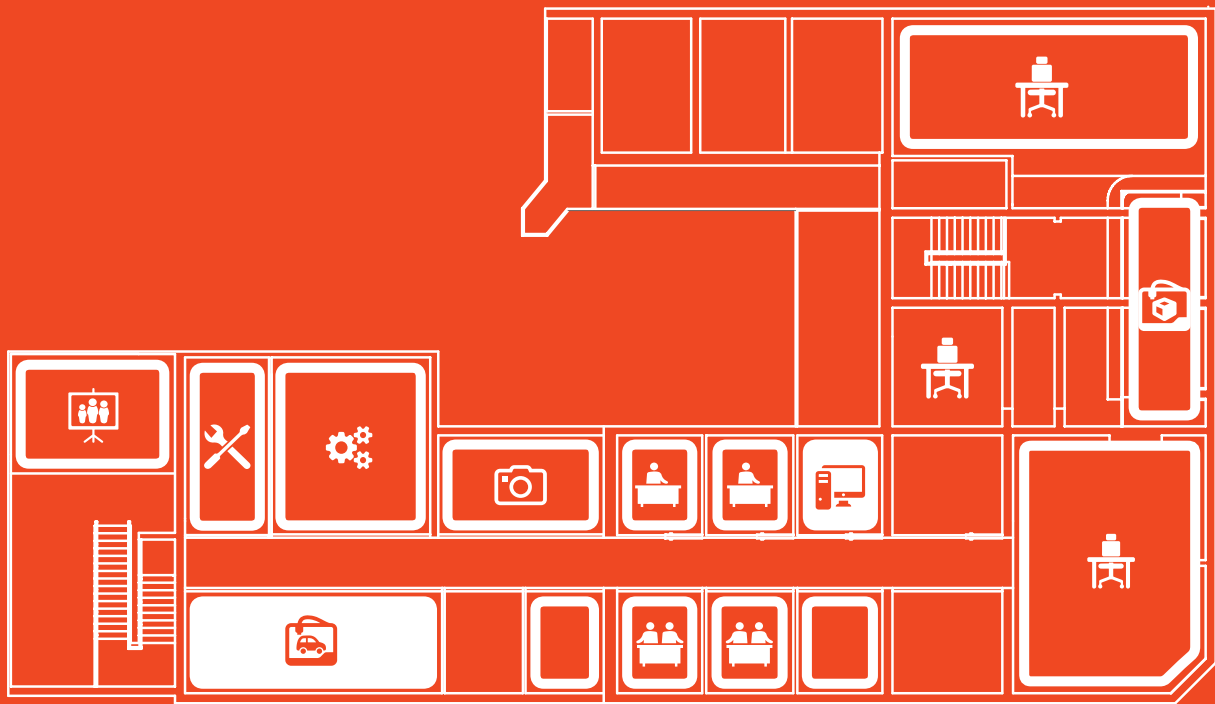
Having already set up a state-of-the-art facility, Arc is able to provide an unprecedented level of access to advanced prototyping and manufacturing equipment as well as a vast array of knowledge-based resources.

Combining high-level accelerator programs with such resources is the most cost-effective model to accelerate the development and scalability of innovative hardware startups. The resources made available by Arc include:

1. Prototype & Manufacturing Lab
2. MVP Lab
3. Electronics Lab
4. Post-processing & Assembly Lab
5. Media Lab
6. Co-working Space
7. Concept & Design Space
8. Networking
9. Investor Engagement
10. Educational Programs & Mentoring



Layout of Resources



Post Processing Lab



Media Lab



Prototype Lab



Private Cubicle



Meeting Room



MVP Lab



Coworking Space



Independent Office



Assembly Lab



Electronics Lab



Computer Lab



Casual Seating

MVP Accelerator Program - outline

Duration	12 weeks - Monday to Friday 8:30am to 5:30pm
Timeline	27th May - 16th August 2019
Capacity	8-10 startups
Benefits	Idea validation & prototype development

This full-time 12-week program is designed for promising early stage hardware startups that have identified and can demonstrate market need, that have a functional prototype and that would benefit from accessing to a cutting edge prototyping facility and specialised industry mentors to develop polished MVP's they can test with early stage customers in their relevant industry.

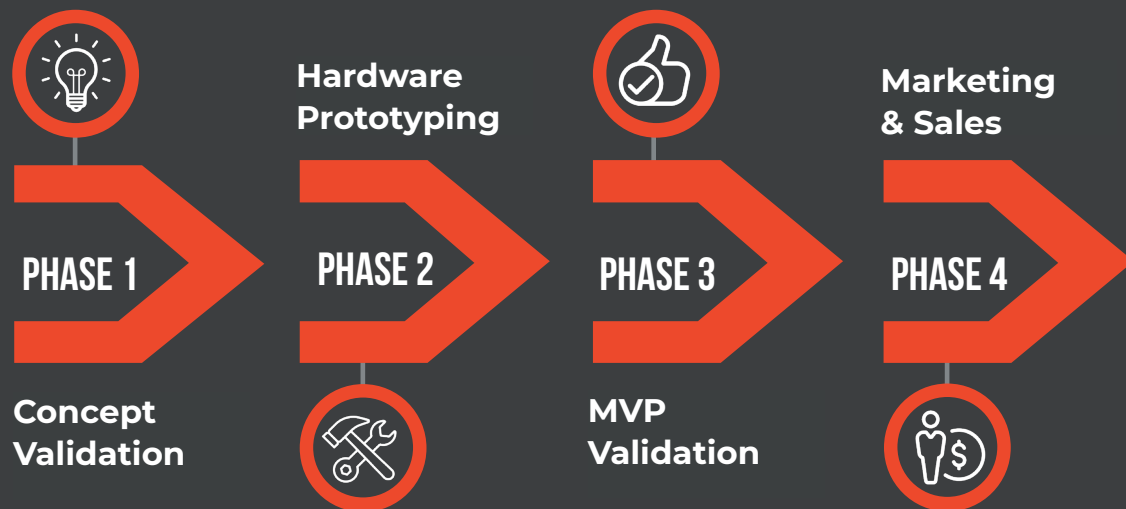
By completing this program, participants will be best prepared to undertake industry trials and start collecting accurate data on the benefits and scope of use of their products. This program is designed to address the gaps present within existing industry-specific accelerator programs that are not able to adequately assist startups throughout their product development stages.

Who will benefit?

Participating startups who arrive with a product with potential, limited market testing, some expertise and a lot of energy, will leave with a validated MVP and a more targeted and clear market strategy.



The program provides the ideal platform to make the transition from an early-stage project to a full scale business opportunity. This is achieved by addressing all critical stages needed to launch a new product and business in the market. They Include:



Phase 1 - **Concept Validation & Business Setup** - This phase is designed to help startups clearly address the problem they are attempting to solve, the scope of the market they are considering and the most appropriate commercialisation strategies.

Phase 2 - **Hardware Prototyping 101** - This phase will be dedicated to refining the development of the startup's products. As an outcome of Phase 2, startups will be able to develop an early stage MVP (Minimum Viable Product).

Phase 3 - **MVP Validation** - This phase will build upon Phase 2 to refine the development of an MVP and begin addressing manufacturing considerations such as material selection, manufacturing process, manufacturing location and overall logistics.

Phase 4 - **Marketing & Sales** - This phase will address the importance of a well-structured marketing strategy, sales strategy and capital raising strategy. During this phase, we will make available our full AV suite along with expert mentoring in branding, marketing, pitching and video production, to achieve consistency and on point messaging.



How to apply

Step 1 - Talk to your team and gather information.

Step 2 - Create video evidence of your product.

Step 3 - Submit the online form and attach video evidence .

Online Application: <https://bit.ly/2JtypYe>

IP: All information provided through your application will be kept confidential.

Contact

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(Program Manager)
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Application deadline
by close of business on

28th April



Selection process

When selecting the participants for the Accelerator Programs, Arc will rank the various applicants based on the strength of their team, industry validation and product development progress.



28 April

Application closes



3 May

First shortlist



8 May

Second shortlist



10 May

Offers made



27 May

Program starts

Investment

Startups accepted into the MVP Accelerator Program focusing on clean energy technologies (energy efficiency technologies, low emission technologies and renewable energy technologies) may be offered up to \$50,000 in seed capital from Artesian Venture Capital firm, in return for 5% equity.

Startups developing hardware technologies in the agtech and water sectors may also have opportunities for investment in return for equity.

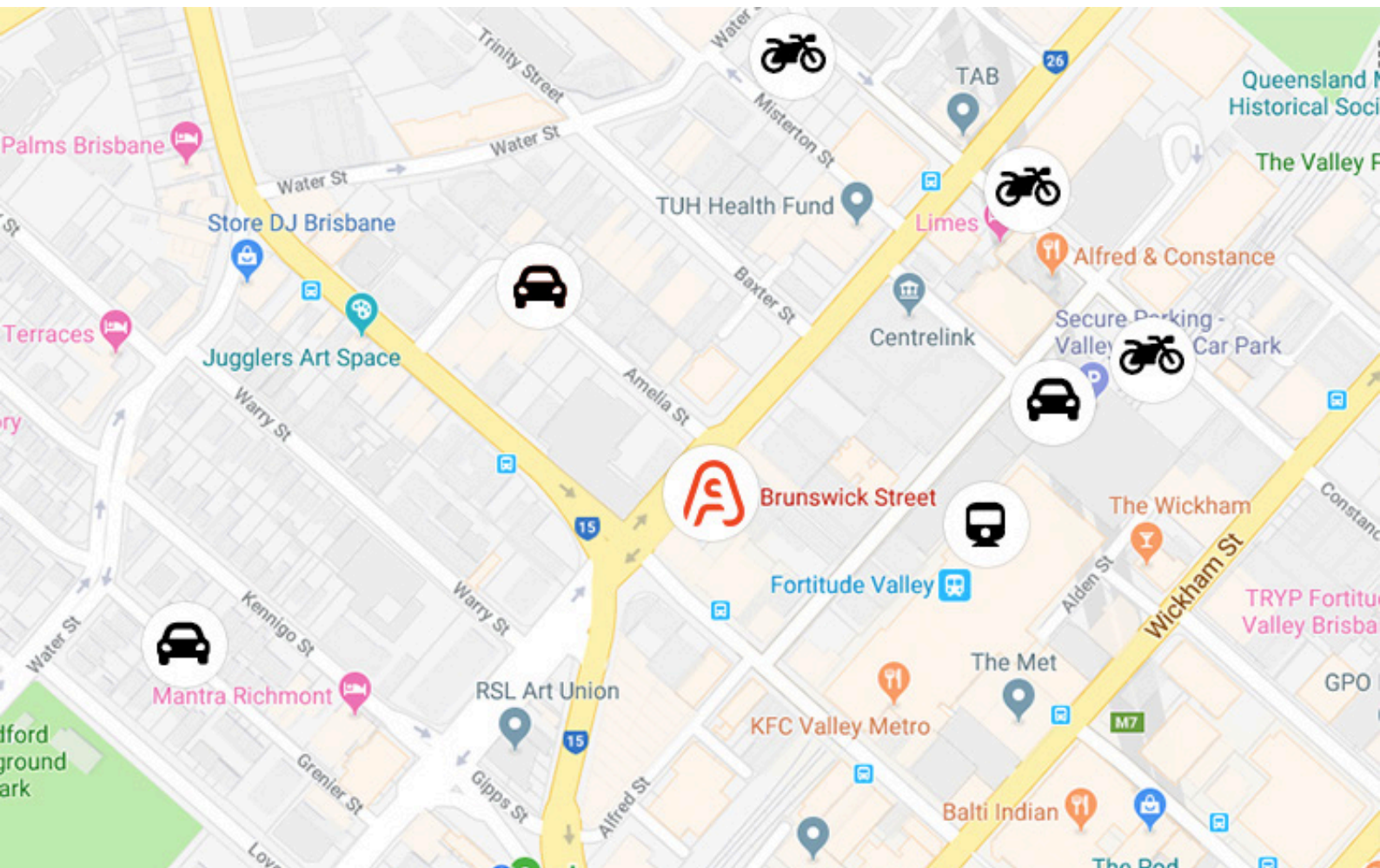
Arc Hardware Incubator will offer fully sponsored placements for the final teams accepted into the MVP Accelerator Program (valued at \$25,000) in return for 2.5% equity.

* Terms and conditions apply



Accessing Arc

Arc is located on St Pauls Terrace, across the road from Amelia St where onstreet parking is available for allocated time periods. Motorcycle parking can be found in multiple locations along Constance St and Secure parking is behind the Fortitude Valley train station located two blocks away from Arc.



JOIN THE HARDWARE REVOLUTION



Australian Government

Department of Industry,

This project is supported by the Australian Government Department of Industry, Innovation and Science through Incubator Support initiative funding as part of the Entrepreneurs' Programme